The Backbase Bank 2.0 Portal

Financials want the most compelling digital experience for their customers, but in today's Web 2.0 World, legacy banking systems struggle to keep pace.

Backbase helps financials to create a new user experience layer on top of their existing systems that combines content, data and functionality from different underlying systems into fresh customer dialogs. Backbase's Bank 2.0 Portal software enables financials to deliver next-generation online banking services across multiple devices (including tablets and smart phones), and turns your online channel into a true customer experience platform.

Out-Side In Approach

We live in the Engagement Banking era where financials need to change their thinking. Instead of a product or system (inside-out) perspective, they must think like a customer (outside-in). In practice, this isn't easy. Applications and IT systems can be fragmented and complex, which makes them difficult to change and makes it hard to create a true outside-in, online experience. Backbase Bank 2.0 Portal overcomes this challenge. It empowers financials to create outside-in customer interactions using a new user experience layer that links customers to relevant information and resources based on their needs and preferences. Backbase helps financial organizations to reuse their existing systems, and enter the Engagement Banking era where they can manage and optimize their online customer experiences and grow revenue and loyalty.

Manage your Customer Experience

Unlike most traditional IT portal vendors, Backbase has created a modern business-driven portal solution that makes portal management easy for e-banking professionals. Backbase Portal Manager comes with an easy to use 'What You See Is What You Get' portal editor that enables you to change your portal on the fly, wherever and however you want it. Within the page editor you can create pages, add functionality (widgets/ mini-apps), update content and forms, and target customer segments or individual users with personalized promotions. All changes to the portal can be directly published or deployed to either a staging or live production environment. Backbase Portal's business focus means faster time-to-market for changes and more flexibility to optimize online channels.

Customer Success

Our customer-centric design enables financials to drive self-service, fuel online revenues and turn their online banking channel into a true User Experience Platform. Global financials such as ABN Amro, Al Rajhi Bank, Bank of America, Barclays, ING, UBS and Visa have improved their online customer interactions, maximizing online customer experience, retention and conversion by leveraging Backbase's Bank 2.0 technology.

Recognition

Backbase has recently been awarded a place in the Visionary Quadrant of Gartner's, 'Magic Quadrant for Horizontal Portal Technology, 2011'. Visionaries demonstrate a firm grasp of emerging customer needs and the potential impact of new technology. Gartner states, "...the lean nature of Backbase Portal and its focus on widgets and WOA allow organizations to assemble and deploy portals rapidly, compared with other portal providers."

Please have a look at our 'Bank 2.0' white paper or a recent webinar if you'd like to find out more.
Link: White paper: http://www.backbase.com/bank20/bank20_whitepaper.php
Link: Forrester Webinar: http://www.backbase.com/webinars/09112011/